



# What Incredible Choices

Montana WIC Program

1-800-433-4298

Activity 1

## SHOPPING SMART:

### Getting more value for your WIC Fruit and Vegetable Benefit

This individual – or small group activity – is designed to help WIC participants learn new ways to get maximum nutrition for their **WIC Fruit and Vegetable Benefit** each month.

#### WHAT YOU NEED

- **Handout 12-A: *Fresh Fruits and Vegetables on a Budget*** for each participant
- **Recent Sale Circular** from one or more local stores that accept WIC benefits – one for each participant, if possible (usually available at store entrance)
- **Handouts, recipes, and other information** for the 'sale' or 'best buy' WIC-eligible fresh fruits and vegetables advertised in the circular. Ex:

Recipe 2-D: ***Broccoli and Red Pepper Stir-Fry***

Handout 1-D: ***Ten Terrific Tomato Tricks***

#### WHAT TO DO

- **Start with introductions.** In a group, ask people to introduce themselves by first name. As an icebreaker, invite participant(s) to share a favorite fresh fruit or vegetable.
- **Distribute materials.** Make sure everyone has a copy of ***Fresh Fruits and Vegetables on a Budget*** and any other materials.
- **Explain the purpose:** *Our goal today is to share tips on getting the most from your **WIC Fruit and Vegetable Benefit**. I have a few suggestions to share. I'd also like to hear your ideas so that I can share them with others.*
- **Start the conversation:** Read five main tips on handout (**Plan menus ahead of time**, etc.), then open the discussion:  
*Are any of these tips something you use to shop smart?*  
*Which one? Could you share a bit more about how you do that?*  
*What other things help you get the most value for your food budget?*
- **Keep the conversation going:** Bring discussion back to main points as necessary and reinforce ideas with WIC materials.  
*Let's take a look at a sample circular from a local store.*  
*What fresh fruits and vegetables are on sale this week?*  
*How do these items fit into the menus you have planned?*  
*Are there any of these items that might make sense to buy extra?*  
*I actually have a great recipe here for (an item that is on sale).*
- **Thank everyone for coming.** Ask for questions or comments about the **WIC Fruit and Vegetable Benefit** before they leave.

**Brought to you by the Montana WIC Program**

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